

Torrance Herald

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THE HERALD'S PLATFORM FOR TORRANCE

- 1—Ornamental Lighting System.
- 2—Interchange of Freight Between P. E. and Santa Fe.
- 3—Western Avenue Bus Line.
- 4—Hollywood-Palos Verdes Parkway.
- 5—New School North of Carson St.
- 6—Aviation Field.
- 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance.
- 8—Adoption and carrying out of a well-conceived city plan to guide the growth and development of Torrance.
- 9—The conduct of All Local Affairs in a spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

TOGETHER MAY WE PROSPER

The Columbia Steel Corporation gave Torrance a substantial bit of advertising last Friday. In co-operation with the Chamber of Commerce the company was host to almost fifty Southern California industrial executives, who visited the corporation's mills here and inspected the city generally.

We trust that the visitors enjoyed their trip—and most of them said they did. We trust also that in bringing home to Southern California industrial executives the magnitude of the Columbia mills, the corporation will profit. The Columbia is a progressive, growing institution. Torrance is fortunate to have such an industry. Without question its presence here will attract other industries which use Columbia steel. As our industries prosper Torrance grows. The destinies of the city are linked with those of the city's factories. We congratulate Columbia and the city on the success of Friday's gathering. Such events have vast values.

POWER POLES IN TORRANCE STREETS?

The Herald is in hearty accord with the reluctance of the Board of Trustees to grant a permit for a high tension power line along residence streets of Torrance.

This city was planned in such a way that ugly utilities were conveniently placed in the alleys. In only one district have poles been allowed in the streets. This should not constitute a precedent. One error does not justify a second.

To grant a permit for poles and the stringing of a high tension wire through streets in the residence district would be a move toward destroying one of the elements which makes Torrance different than other Southern California cities. After all ideals are worth treasuring. To blast them for the sake of utility is not always good practice.

All who love Torrance—all who know something of the ideals which the founder of the city had drawn into his plans will agree that the Trustees should not grant the requested permit—at least until every alternative plan has been proved impossible.

It is argued that the cost of a conduit system would be prohibitive—that the cost of skirting the city with the proposed power line would be too high. However, it must be remembered that the cost of destroying this city's individuality is also out of reason. There are some things that should be placed above money.

If it is essential—and it probably is—that an auxiliary power line be run to Torrance industries, let the Edison Company spend a little more money so that Torrance can save its identity.

Touring California

Travel Notes of Interest and Western Highway Information Furnished by the National Automobile Club

Indian Summer carries a charm for motorists as much as any other time of the year, and there are many beautiful trips to be made during the Fall months. The following suggestions, including reports of road conditions, are supplied by the Touring Department of the National Automobile Club.

Lake Tahoe with its sapphire depths, surrounded by a seeming unbroken chain of mountains, is now within easy reach over several different routes. The Truckee and Placerville roads diverge at Sacramento and other affords excellent traveling conditions to the lake. On the Auburn road, oiled gravel will be encountered with the exception of approximately twelve miles in the vicinity of Cisco. Even that part of the route is good, considering that it is a dirt mountain road. Excellent conditions will be found on the Placerville road, except a few miles near Riverton where the road is under construction. Construction has progressed rapidly on the road around Lake Tahoe, and it is for the most part in splendid condition.

Yosemite Valley is another interesting objective, the roads leading to the Valley being in as good, if not better, condition, than they have been at any time. The oiling program on the All-Year Road has been under way during the summer and is now completed, and there is a hard-surfaced oiled gravel road from the end of the pavement which is sixteen miles out of Merced, to El Portal. From there, a paved road leads into the Valley. The return trip may be made over the Big Oak Flat road or the Wawona road. Although these roads are somewhat dusty and rough as a result of heavy travel, either is in fair condition and beautiful scenery will be found on both of them.

Two more of California's National Parks, General Grant and Sequoia are within easy reach of the motorist. While General Grant is the smaller of the two, it is exceptionally beautiful and trees of notable dimensions are to be found within its bounds. In Sequoia National Park is the Giant Forest Grove, covering an area of 3200 acres and containing approximately 5000 sequoias. Giant Forest Lodge is situated in the heart of the grove. Two miles distant from the Lodge is the General Sherman Tree, "the oldest and largest living thing in the world."

On a trip up the Redwood Highway, the motorist will find some of the finest redwood groves in California. The Redwood Highway is in excellent condition to Eureka and Orick. There is about fifteen miles of construction north of this point, and some poor road will be encountered, especially during rainy weather.

The Pinnacles National Monument, San Benito County, is reached over paved roads to Hollister and Painesville, thence good dirt country roads to the entrance of the monument.

Monterey and Carmel are always popular. Those who have once been to these little cities wish to return, and those who have never made such a trip, have an unceasing desire to view the scenic beauties of Monterey Bay.

A trip to Lake County may be made with comfort over a short holiday and a visit of short or long duration to Clear Lake and environs is always enjoyable.

It is difficult to approximate how long these roads will be open, as the first heavy rains and snows in the mountains will close the Sierra passes. Routes to Lake Tahoe may be expected to close at any time after October 15, although they may be open as late as December 1. The All-Year Road to Yosemite is, as the name implies, open the entire year, whereas the Big Oak Flat and Wawona roads will be closed by the first heavy storms. The routes to General Grant and Sequoia National Parks are usually open until about the 1st of November, or if it is a late season, until December 1. The Redwood Highway is an all-year road, but during the winter months, traffic is subject to delay due to slides caused by heavy rains.

The visitor to California is always enchanted with the circle tour from Los Angeles to San Diego, Imperial Valley, via the west side of the Salton Sea and through the Orange belt back to the starting point, according to the Touring Department of the National Automobile Club. Leaving Los Angeles one follows the Coast route, the beauty of which is truly symbolic of California. It lies through green fragrant orange groves and walnut orchards till the old mission of San Juan Capistrano is reached. A few miles beyond this point one has the first view of the magnificent beauty with its towering, white-crested waves. The ocean, with its ever changing beauty, is in sight for virtually the whole distance into San Diego. Leaving this city over the Borderland Highway, two routes diverge into the beautiful El Cajon Valley, one leading north from the town of El Cajon to the Mesa Grande, Julian and Palomar districts, and the other through Bostonia, Alpine, etc. to Jacumba Hot Springs. A drive of 18 miles from this point brings the motorist from an elevation of 2800 feet to El Centro, below the sea level.

Cotton picking, date gardens and scenic side trips to the Painted Gorge and Palm Canyon are features of this route which is a very attractive one to motorists. It visited while in bloom, the desert is a thing of beauty and not soon forgotten. Miles of lavender, white and blue flowers border the highway. A ride of two or three hours brings one into the orange grove country again, after a very delightful sojourn in the mountains, by the seaside and through desert districts which offer the maximum of diversified scenic attractions.

Awe-inspiring and beautiful is the Rainbow Natural Bridge located in southern Utah near to the Arizona line and accessible only from the latter state, according to the Touring Department of the National Automobile Club. It is one of the greatest of all natural bridges in the world and unique in that it is symmetrical both above and below the arch. The majority of natural bridges are flat topped. It is well named for it closely resembles the arch of the rainbow. The Navajo Indians designated it as the "Rock That Goes Across the Water." This arch is 300 feet high and has a span of 278 feet and crosses Bridge Canyon, which, seven miles below, empties into the Colorado River. Of salmon pink sandstone formation, this great natural arch is set in a canyon whose walls are of tan, brown and gray sandstone. The route thence from Los Angeles lies over the National Old Trails route through Victorville and Needles, Calif., Kingman, Williams and Flagstaff, Arizona. From the last named point, the route lies in a northerly direction to Cameron, 56 miles distant. At this point is located the Little Colorado trading post which is one of a large chain of trading posts. Rooms, meals, gasoline and oil are available here. Supplies are also to be had at Tuba City, Red Lake, Cow Springs and Kayenta. Leaving Cameron, the route passes through Tuba City. At this point motorists will enjoy seeing the remarkable paintings of Homer Koooyama, a 26-year old Hopi Indian. The next points of interest are the famous Elephant's Feet a few miles beyond Red Lake. Rainbow Lodge, 167 miles from Flagstaff is the last stopping place before reaching Rainbow bridge. The remaining 15 miles are traversed by horseback. An interesting side trip is the one to Inscription House Ruins.

For Sale

Keith-Kaye Houses

At Cota and Sonoma, Torrance

Artistic Spanish Bungalows, Small

Payment Down, Balance Like Rent.

Open for Inspection Daily from 11 a. m. to 4 p. m.

Courtesy to Agents

OWNER, PHONE FITZROY 2623
 LOS ANGELES

—You Can Do "It" Through Our Want Ads—

De Molay Ceremony For Palos Verdes

At 7:30 on Oct. 2, five chapters of the Order of De Molay—Compton, San Pedro, Wilmington, Long Beach, and Redondo—will hold a union majority service at the Palos Verdes estates.

The service, which will be open to the public, marks the attainment of the age of 21 by a member of the order.

At this time, also, a stone altar bearing a bronze plaque "gratefully dedicated to the sponsoring bodies of the Order of De Molay throughout all the world" will be unveiled on a site granted for this purpose by the Palos Verdes Estates Corporation.

Every De Molay Chapter is sponsored by a Masonic organization and the chapters co-operating in this event chose this method of showing appreciation of the great debt De Molay owes to Masonry.

The site of the ceremony is easily accessible from the Redondo entrance to the Palos Verdes Estate and De Molays will be stationed at various points along the main coast highway to direct visitors, and it is hoped that a large number of the friends of De Molay will attend.

Mr. and Mrs. Chester Reed, Mr. and Mrs. W. L. Blue and Ethel Brown spent Sunday with Mr. and Mrs. L. C. Reed of San Pedro.



California needs this great state-wide banking organization to finance its growing industries..

A FEW YEARS AGO important agricultural and commercial interests of California suffered periodically from a lack of timely financing. Millions of dollars were required at certain seasons of the year to move crops and sustain other big interests. Local institutions were often unable to supply credit facilities on a scale adequate for these purposes.

The establishment of Bank of Italy's state-wide organization has changed this situation. Now, 164 California communities may draw from a vast reservoir of capital—in sufficient amounts to meet their requirements. The Bank of Italy's statewide system has, year after year, proved itself to be a dependable stabilizing force in the agricultural and commercial fields.

Bank of Italy
 National Trust & Savings Association

TORRANCE BRANCH

1205 El Prado

James W. Leech, Mgr.

Light up! for NIGHTwork



SEPTEMBER nights mean night work for school children. Save their eyes and make their work more pleasant by giving them plenty of light. Don't use bare lamps. Shades are artistic and soften the light

Electricity is cheap. The lamp used in providing abundant light for your children to study by costs but one cent for two and one-half hour's use.

Light up... Now!

SOUTHERN CALIFORNIA EDISON COMPANY

Owned by Those it Serves

Salary Loans to Wage Earners
 Repayable in weekly or monthly installments.
RATES REASONABLE
San Pedro Industrial Loan Corporation
 359 Seventh St. (Opposite Postoffice)
 Tel. 33-J San Pedro, Calif.

Torrance Delicatessen

We Are Prepared Now to Have

Hot Cooked Foods

Along With Our Regular Delicatessen Line

Cheese—Imported and Domestic
 Salami—All Kinds
 Cottage Cheese and Churned Buttermilk
 Alaska Herring and Norwegian Mackerel

Mrs. Alexander 1929 Carson St.



Little Chats With Vons Customers



MRS. BERTHA B. MCCARREL
 1485 East Vernon Avenue, on a daily shopping visit to Vons

Mrs. McCarrel writes: "I have traded at Vons since the opening of the store in our neighborhood. I like the service, the courteous clerks with their ever-helpful suggestions, the clean store, excellent brands of merchandise, reasonable prices and Vons Guarantee. The high quality of meats and vegetables sold in the market makes it a most desirable and reliable place to trade."

A Super-Special for This Week

Fancy SHOE PEG CORN

2 tins for 25c

Super-Special for This Week

Ben Hur Soap

7 bars for 29c

RED-BOX Jell-well THE SUCCESSFUL DESSERT

3 pkgs. for 20c

Super-Special for This Week

Semolina Maccaroni and Spaghetti

3 lbs. for 25c

Super-Special for This Week

Warrenton Minced Clams

Medium size tin for 15c

White Rock Tuna
 The fancy pack.
 Small tin 12 1/2 c
 Medium tin 20c
 Large tin 35c

Globe A 1 Flour
 For all baking purposes.
 5-lb. sack 28c
 10-lb. sack 51c
 24-lb. sack \$1.18
 48-lb. sack \$2.25

Super-Special Chipso
 Quick suds for the wash boiler, for the dish pan, for the washing machine and for soaking clothes every night. No chipping. No bother.
 2 large pkgs. 43c

Nucoa
 Uncle Sam's departments at Washington put their O. K. on this splendid nut margarine.
 lb. 25c

Raisin Bran
 A wholesome and appetizing breakfast, rich in natural nutriment.
 pkg. 14c

1929 Carson Street, Torrance